

January, 2006

## Happy New Year from SmartWay Transport!!

The staff of SmartWay Transport is very excited to start a new calendar year, and nearly a new year of the program. That's right—SmartWay Transport launched on February 9, 2004, so we're coming up on our two-year anniversary! We are delighted that so many outstanding companies have joined us in this groundbreaking collaboration between the EPA and the freight industry. Our Partners are making incredible strides toward a cleaner future and a stronger industry. With fuel prices soaring, the time is right to focus on fuel and energy efficiency—and SmartWay Transport Partners are ahead of the curve. We thank you for joining us on this exciting journey, and look forward to yet another year of industry and government working together to save fuel, save money, and improve the environment.

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## Since August of 2005, 82 new companies and organizations have joined as SmartWay Partners and Affiliates:

### **Freight Carriers**

A & S Trucking Service, Inc.  
B.R. Williams Trucking, Inc.  
Behnke Dedicated  
Brakebush Transportation  
Bright Transportation, L.P.  
Bullet Freight Systems, Inc.  
California Cartage Express  
CH Robinson Worldwide, Inc.  
Cynthia Wilson  
Dart Transit Co.  
Deeco Transportation  
Deep South Freight  
Denmark Express, Inc.  
DENSO Manufacturing Michigan, Inc.  
Dick Lavy Trucking, Inc.  
Eagle Motor Freight, Inc.  
Excargo Services  
Fastrax Transportation  
George's Foods, LLC  
Grand Island Express  
Great Plains Trucking, Inc.  
H.F. Campbell & Son, Inc.  
Hall's Fast Motor Freight, Inc.  
Hilltop Transportation, Inc.  
Hirschbach Motor Lines, Inc.  
H.F. Campbell & Son, Inc.  
Hodges Trucking Co.  
Hospira Fleet Services, LLC  
J&M Tank Lines, Inc.  
JK Trucking  
Joseph John Belovich, Jr.

Lasco Bathware Trucking Company, Inc.  
Lester Fellows Co.  
Li-Way Transfer and Storage  
Mark IV Transportation and Logistics  
Maryland Motor Truck Association  
May Trucking Company  
New Penn Motor Express, Inc.  
Pacific Harbor Line, Inc.  
Perdue Transportation, Inc.  
Plains Transportation  
Quantum Logistics, LLC  
Rapid Freightways  
Reliable Liquid Transport  
Roaco Logistics Services  
Rock Creek Transportation, Inc.  
Ryder Truck Rental, Inc.  
Southern Cal Transport, Inc.  
Stevens Transport  
TDT, Inc.  
Transport Industries, L.P.  
Two Flags Transportation  
Western Aries Co., LLC  
Whole Foods Market, Midwest Distr.  
WSE Transportation, LLC

### **Freight Shippers**

JC Penney  
Owens Corning

### **Affiliates**

Association of American Railroads  
Businesses for the Bay  
California Trucking Association  
Clean Air Minnesota  
Iowa Motor Truck Association  
Iowa State University Center  
for Transportation Research and Education  
Lane Regional Air Pollution Authority  
Maine Motor Transport Association, Inc.  
Michigan Trucking Association  
Mid-West Shippers' Association  
Mid-West Truckers Association, Inc.  
Minnesota Grain and Feed Association  
Minnesota Trucking Association  
Nebraska Trucking Association  
New Century Transportation, Inc.  
Ohio Trucking Association  
Pennsylvania Motor Truck Assoc.  
Texas Commission on Env. Quality  
Texas Motor Transportation Assoc.  
Wisconsin Motor Carriers Association  
Wisconsin Partners for Clean Air

### **Logistics Companies**

APL Logistics  
BNSF Logistics  
CRST Logistics, Inc.  
Pacer Global Logistics  
Total Logistic Control, LLC



## What's New!

### Passenger Vehicles Now Labeled "SmartWay" and "SmartWay Elite" on EPA's Green Vehicle Guide

SmartWay brand expansion begins . . .

In an effort to provide the public with clear and accurate vehicle environmental information, the SmartWay logo has been added to EPA's Green Vehicle Guide ([www.epa.gov/greenvehicle](http://www.epa.gov/greenvehicle)). This SmartWay "certification mark" helps identify those vehicles with the best Air Pollution and Greenhouse Gas Scores. SmartWay Elite indicates the best of the best.

The SmartWay mark is earned by those vehicles that score 6 or better on both Air Pollution and Greenhouse Gas Scores and achieve a combined score of at least 13 when added together. Higher Air Pollution Scores indicate vehicles that reduce emissions that cause smog and other health problems relative to other vehicles. Higher Greenhouse Gas Scores indicate vehicles that reduce emissions of carbon dioxide and have improved fuel economy relative to other vehicles. SmartWay vehicles are good environmental performers. SmartWay Elite is given to those vehicles that score 9 or better on both the Greenhouse Gas and Air Pollution Scores. SmartWay Elite Vehicles are superior environmental performers.

Please help spread the word about this new information available for consumers to assist them in making informed choices about the vehicles they are considering purchasing.

### Opportunities to Publicize Your Participation in SmartWay

SmartWay Transport Partners are achieving tremendous success in the effort to save money and clear the air. Partners benefit from SmartWay participation in a variety of ways, including learning best practices, reducing fuel consumption, gaining more efficient operations, receiving recognition within the field and public for doing their part to reduce air pollution.

SmartWay's media consultants are looking for great stories to tell in trade and news magazines across the country. We'd like to profile SmartWay Partners, and promote those stories in the media to recognize their achievements in SmartWay. There's never a guarantee that the media will use what we send, and we must focus our limited resources on the stories that seem to resonate most with the media—we'll include as many SmartWay Partners as possible. There is no charge for this service—it's one of the benefits of participating. It's almost like having a free publicist on staff!

If you are interested in participating in this media outreach effort, please contact EPA staff persons: Tracie Jackson at [jackson.tracie@epa.gov](mailto:jackson.tracie@epa.gov) or (734) 214-4871 and Joann Jackson-Stephens at [jackson-stephens.joann@epa.gov](mailto:jackson-stephens.joann@epa.gov) or (734) 214-4276. As always, please feel free to contact your partner account manager.

### SmartWay Transport Promoted at Public Truck Stops



Transcore Media, provider of outdoor advertising, is running the SmartWay PSA (calculator) at 1,200 travel plazas and truck stops nation wide. SmartWay is featured in 10-second spots that show every 20 minutes.

This is an example of Transcore Media's indoor units at a travel plaza. For more information about Transcore Media, visit <http://www.transcoremedia.com>.



## Partner Spotlight



**Whole Foods Market, Midwest Distribution** became a SmartWay Transport Carrier Partner in Fall 2005. The company has begun making the switch to biodiesel fuel, B20 in particular, by implementing a pilot program using three trucks. Biodiesel has higher lubricity than regular diesel fuel, which allows for longer equipment life, lower maintenance costs, less equipment downtime, and protection against fuel injector and injection pump failure.

In addition, Whole Foods Market, Midwest Distribution is installing aerodynamic trailer attachments. So far, 20 belly fairing aerodynamic attachments have been installed on their fleet. Whole Foods has been monitoring the results and are pleased with the improvements in performance. Whole Foods expects to save approximately 17,000 gallons of fuel per year using trailer aerodynamics. At a fuel cost of \$2.50 per gallon, this translates into cost savings of \$42,500 per year.

"Vision becomes a reality through the combination of thoughts, words, and actions. Our participation in SmartWay provides a framework to implement strategies and projects to achieve the environmental vision of Whole Foods Market." – Steve Burse, MWD Facility Team Leader

For more information, contact Carl Lisek, Whole Foods Market SmartWay Transport Partnership Representative, at 630-207-1760, or [legacyenv@comcast.net](mailto:legacyenv@comcast.net)



## Saving at the Pump



CFI's use of single-wide tires.

Contract Freighters, Inc. (CFI) implemented a program to convert their entire fleet of tractors to single-wide tires beginning with trucks purchased in May of 2004. To date, CFI has over 1,500 tractors and 100 trailers equipped with single-wide tires. Their tractor conversion will be complete by June of 2006, when they will have over 2,100 company operated trucks equipped with single-wide tires. Future trailer orders will also include single-wide tires as part of their standard specification.

The use of single-wide tires has allowed CFI to improve their fleet fuel mileage by two-tenths of a mile per gallon. At \$2.50 per gallon, this fuel mileage improvement will save the company approximately \$5,225,000 annually--over \$2,000 per year per truck.

In addition, CFI has experienced fewer tire failures with single-wide tires because drivers are checking pressures more than ever before. Tire pressure checks are made easier for the driver and maintenance personnel since they only have four (4) tires to check rather than eight (8) and no longer have to fish for the valve stem on the inside tire.

If you have any questions for CFI on the benefits of single-wide tires, feel free to contact Bruce Stockton, VP of Maintenance, at [bstockton@cfi-us.com](mailto:bstockton@cfi-us.com).



## The Buzz About SmartWay Transport Partnership

Visit the links below to see media stories that feature SmartWay Transport Partnership:

### General

- **EPonline.com.** 12/2/2005. "SmartWay Transport Partnership".  
<http://www.eponline.com/Stevens/EPPub.nsf/frame?open&redirect=http://www.eponline.com/Stevens/eppub.nsf/NewNews/02260B30CA153950862570CA005B2F60?OpenDocument>
- **Forbes.com.** 9/20/2005. "Keep on Truckin'?" by Robert Malone.  
[http://www.forbes.com/logistics/2005/09/20/transportation-logistics-trucking-cx\\_rm\\_0920energy.html](http://www.forbes.com/logistics/2005/09/20/transportation-logistics-trucking-cx_rm_0920energy.html)
- **E-Trucker.** 12/1/2005. "SmartWay Program Eyes Financing for Fuel-saving Technologies" by Avery Vise. <http://www.etrucker.com/apps/news/article.asp?id=50233>
- **Global Logistics & Supply Chain Strategies.** 11/2005. "Logistics News. EPA's SmartWay Transport Program Encourages Transportation Fuel Efficiency".  
<http://glscs.texterity.com/glscs/200511/?pg=24&pm=2>
- **Purchasing.com.** 11/17/2005. "Engine, Fuel Costs Are Top Concerns", by David Hannon.  
<http://www.purchasing.com/article/CA6283595.html?text=engine+fuel+costs+are+top+concerns>
- **Clean Air Report.** 10/6/2005. "EPA Eyes National Program to Improve Truck Fuel Efficiency".  
[http://www.insideepa.com/secure/docnum.asp?f=epa\\_2001.ask&docnum=CLEANAIR-16-20-2](http://www.insideepa.com/secure/docnum.asp?f=epa_2001.ask&docnum=CLEANAIR-16-20-2)

### North American Partnership

- **EERE News** (U.S. Department of Energy). 9/21/2005. "U.S. and Canada Work Together to Save Fuel for Freight Industry."  
<http://www.eere.energy.gov/news/archive.cfm/pubDate=%7Bd%20%272005%2D09%2D21%27%7D>
- **GNet.** 9/21/2005. "U.S., Canada Join to Cut Freight Industry Emissions and Save Fuel".  
<http://www.gnet.org/news/newsdetail.cfm?NewsID=28811&image1=2>
- **Green Car Congress.** 9/23/2005. "US and Canada Partner on Transport Fuel Efficiency and Emissions Programs. <http://www.greencarcongress.com/policy/>



## On the Road

Building the ranks of the Partnership continues to be our top priority. EPA is promoting Partnership benefits at trucking association meetings and industry expositions while expanding its presence in key shipper sectors. In 2006, please come by our booth and talk with us at the events listed below.

February		
14 - 17	ATA Technology and Maintenance Council	Tampa, FL
19 - 22	Retail Industry Leaders Association (RILA) Conference	Orlando, FL
March		
7 - 8	Transpo 2006	Toronto, Canada
12 - 15	Tank Carriers Association Annual Conference	Orlando, FL
April		
13 - 15	Ceres - Building Equity, Reducing Risk Conference	Oakland, CA
May		
5 - 7	Responsible Care Conference	Miami, FL
7 - 9	National Tank Truck Carriers' Annual Conference	San Antonio, TX
7 - 10	Clean Cities Congress/Expo	Phoenix, AZ
8 - 11	EPA Environmental Partnership Summit	Atlanta, GA
10 - 12	West Michigan Sustainable Business Forum	Grand Rapids, MI
June		
7 - 10	National Vehicle Leasing Association Annual Meeting	Grapevine, TX
19 - 23	FedFleet 2006	Los Angeles, CA
TBA	Atlantic Truck Show	Canada



## On the Horizon

### SmartWay Transport Anniversary and Awards

In February, SmartWay Transport will celebrate its 2-year anniversary. Throughout the year, we will be honoring and recognizing the exceptional performance of some of our partners, announcing new programs and incentives, providing additional tools, workshops and materials to support our Partners, and encouraging even stronger partnership and collaboration between the freight industry and EPA. With so many exciting developments in the works, our E-updates will be more frequent this year, so be on the lookout for additional information!

### Emissions Trading Registry in Canada

In an effort to reduce NOx emissions, the Government of the Province of Ontario has set up a system in which companies that take actions to reduce NOx emissions can benefit financially from the sale of "credits" to other generators of NOx emissions. As a result, SmartWay trucking and rail Partners using idling reduction technologies in 12 U.S. states, the District of Columbia, and the Province of Ontario, may have the opportunity to turn your emission reductions into revenue. For more information on the Ontario Emissions Trading Registry, go to <http://www.ene.gov.on.ca/envision/air/etr/index.htm> and be sure to check future issues of the SmartWay E-Update for more information.

### For More Information:

website: [www.epa.gov/smartway](http://www.epa.gov/smartway)  
phone: (734) 214-4767  
e-mail: [smartway\\_transport@epa.gov](mailto:smartway_transport@epa.gov)